<u>ABSTRACT</u>

A tire display apparatus includes a vertical support spine, a vertical bracket, a first arm and a second arm, and a star frame. The bracket is connected to the spine. The first arm is connected to the bracket and the second arm. The second arm is further connected to the star frame. The lengths of the first and second arms are variable. The star frame has variable length posts that are adapted to support tires having different diameters.